Michael Rodriguez, Michigan State University Libraries & Academic Video Online

**The Build-by-Choice Perpetual Rights Business Model**

Michael Rodriguez, the Film Acquisitions Librarian at Michigan State University Libraries, says that they first added Academic Video Online (AVON) to their collections three years ago, primarily to top up their audio-visual holdings. Michigan State University Libraries are one of the top AV holdings owners in the country; historically, they preferred to purchase this type of content outright. Michael said the AVON business model was therefore very attractive: it’s by subscription, but “you get to pick videos each year to keep, which almost makes it a no-brainer.”
“The Most Content and the Best Business Model”

Asked how he finds AVON, Michael said “I love it; we started our subscription to increase access to film content. We still work with other suppliers, but AVON has the most content and the best business model.”

Why Multidisciplinary Video Content Matters

Michigan State University Libraries are a keen supporter of multidisciplinary degrees. This means that the AVON collection attracts high usage across the Humanities and Social Sciences. More surprisingly, it has also been used quite extensively for Science subjects. Some academics have been “shocked” to discover how much of the content is relevant to what they teach. For example, an Asian Studies professor who didn't know about the videos until steered towards them was delighted with both the quantity and the quality of the AVON content relevant to her courses.

Included Public Performance Rights (PPR)

Make a Difference

AVON's flexibility also makes it popular. There have been several instances where academics have wanted to show the movies for public performance. AVON comes with PPR, which means that the university is able to streamline the process of paying for rights. “This is a really nice benefit for both library and faculty,” said Michael.

Interested in learning more about Academic Video Online? Visit here! Try Academic Video Online FREE for 30 days!